

## Promotional Ideas

Looking for more ways to promote testGEAR to students and parents?  
Here are a few ideas to get you started!

### **Going to College Newsletter**

Encourage students to sign up for the Going to College Newsletter at [www.bridges.com/subscribe](http://www.bridges.com/subscribe). Addressing relevant issues about preparing for college, Going to College sheds new light on important tips and to-do lists.

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### **Newspaper Ad**

Put an ad in your school newspaper that announces testGEAR availability and lets students know how they can find out more.

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### **Billboard Notice**

Add a notice about testGEAR on your school's outdoor billboard, so students and their parents will notice it when they drive by the school.

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### **Website Links**

Embed a link to testGEAR on your school's website so students and parents can learn more, as well as easily access their personal account.